

MARKETING - DAY IN A LIFE VIDEO BRIEF

Thank you for helping students learn about marketing careers and roles at your company!

The goal of these videos is to demonstrate to students the type and range of projects, meetings, discussions, and tasks in your job as well the people you work and interact with such as internal cross-functional and external partners. Help students understand the 'typical' day of a Marketer in your position - or that there is no typical day. Note: these are intended for private use only

Suggested Format: These are meant to be informal! Students appreciate imperfection and natural executions.

- Record on a phone or laptop
- Casual, Tik-Tok type videos
- Short - 90 seconds to 2 minutes.
- Videos can be done in increments. We can sting them together for you
- Introduce yourself at the beginning – name, company, title, how long you've been there and how long you've been in marketing. Feel free to mention if you're a Badger!

Video Style Suggestions:

"Get Ready with Me"

Scenario ideas:

- In transport mode – sitting in car, waiting on subway, bus, carpool
- In front of building, walking into office
- Just sat down at your desk

Topics to cover: Here's what's on my plate today, this is what my calendar looks like

- Meetings you have: what you'll be covering, who will be in them, what you'll be contributing
- Individual work: highlights of what you're doing when you work at your desk

"This Happened Today" – "My Day So Far" – "My Typical Monday"

- Review what you did today or what you just finished up

Scenario ideas:

- Recorded as you're cleaning up your desk for the day
- Heading into transport mode
- Leaving a meeting and heading to the next

Topics to cover:

- Meetings – what was accomplished, what was reviewed including what functions were there
- What projects you started or finished
- What you were trying to do when _____ popped up or interrupted it

Have fun! There is no right or wrong way to do these. If you have questions or comments, contact Kelly.Newbold@wisc.edu 608.443.7720

Thank you!